

Heritage Mountain to Be A 4-Seasons Fun Spot

"Heritage Mountain" is a catchy name that is already well-known in Utah because of the media. It is a shortened version of the proper name, Heritage Mountain Resort — a conceptual four-seasons vacation destination developed around an international theme.

The cultural scheme of things at Heritage Mountain hasn't been explained in depth yet, so the company's public relations director, Steve Bennett, described the concept in more detail.

To start with, he stressed that Heritage Mountain is a year-round resort, although it easily has the potential of becoming one of the outstanding ski facilities on the North American continent.

It will have more than 70 ski runs, a series of re-created European and Mountain West villages, and hotels, restaurants, shops, village squares, fountains, flowers, cultural halls and a theatre — a complex with something for all the family.

"Heritage Mountain," Bennett said, "could be a major factor in improving the economy of our state."

He said the developers are following Utah tradition in their efforts to revive recreation, sports and entertainment that hearkens back to early history.

"Old movies and novels always seem to show Utahns as dour, Bible-thumping Mormons who considered all fun to be sin. However, history tells us that Brigham Young and other early leaders were strong supporters of recreation, and encouraged music, drama, dancing and sports as necessary parts of life," Bennett said.

He recalled that America's first amusement park, Cedar Point

uppermost in the minds of people throughout Utah: Are we going to be plagued with a hustle-of-a-ski resort/amusement park, a Disneyland-like park, or what?"

The facts, Bennett said, are that the Heritage Mountain complex will be above all an Old World re-creation. A series of villages, divided into four major groupings will be built at the base of the "Y" mountain in Provo.

Former missionaries to foreign countries will have a jump on jobs at Heritage Mountain because of their familiarity with the respective countries' language, history and customs. In addition, Bennett said, large numbers of high school-age and college-age students and senior citizens will fill the estimated 1,000-plus jobs.

"Many residents of Utah speak with Old World accents, and these are the ones the Heritage Mountain people say they want to hire to man the villages," Bennett said. "Especially important will be the craftsmen who will demonstrate and teach hand skills to the young students as well as to the guests. They will be clock-makers, jewelers, music box artisans, wood carvers."

And they will be in authentic dress.

The countries represented at Heritage Mountain will be Norway, Sweden and Denmark in the Scandinavia Village cluster; England, Scotland, Wales and Ireland in the British Isles Village group (the first to be built); the Netherlands, Switzerland, Germany and Italy in the Continental Europe Village group; and the American Indian and Mountain Men represented in the Mountain West site.

Not only will the structures be replicated to match the home countries as closely as possible,

"Records were not kept accurately in the old days, and the developers have unofficial records that show at least 100,000 from Continental Europe," he added.

Bennett believes that in no other way are the creativity and originality of the people behind Heritage Mountain more apparent than in planning the villages.

To illustrate, he described an imaginary visit to the British Isles village: "Suppose a visitor stays overnight. He will check in at a small, low-rise English country inn. He will be shown to a cozy, intimate room furnished in the British style complete with doll-filled quilts and hand-embroidered pillowcases.

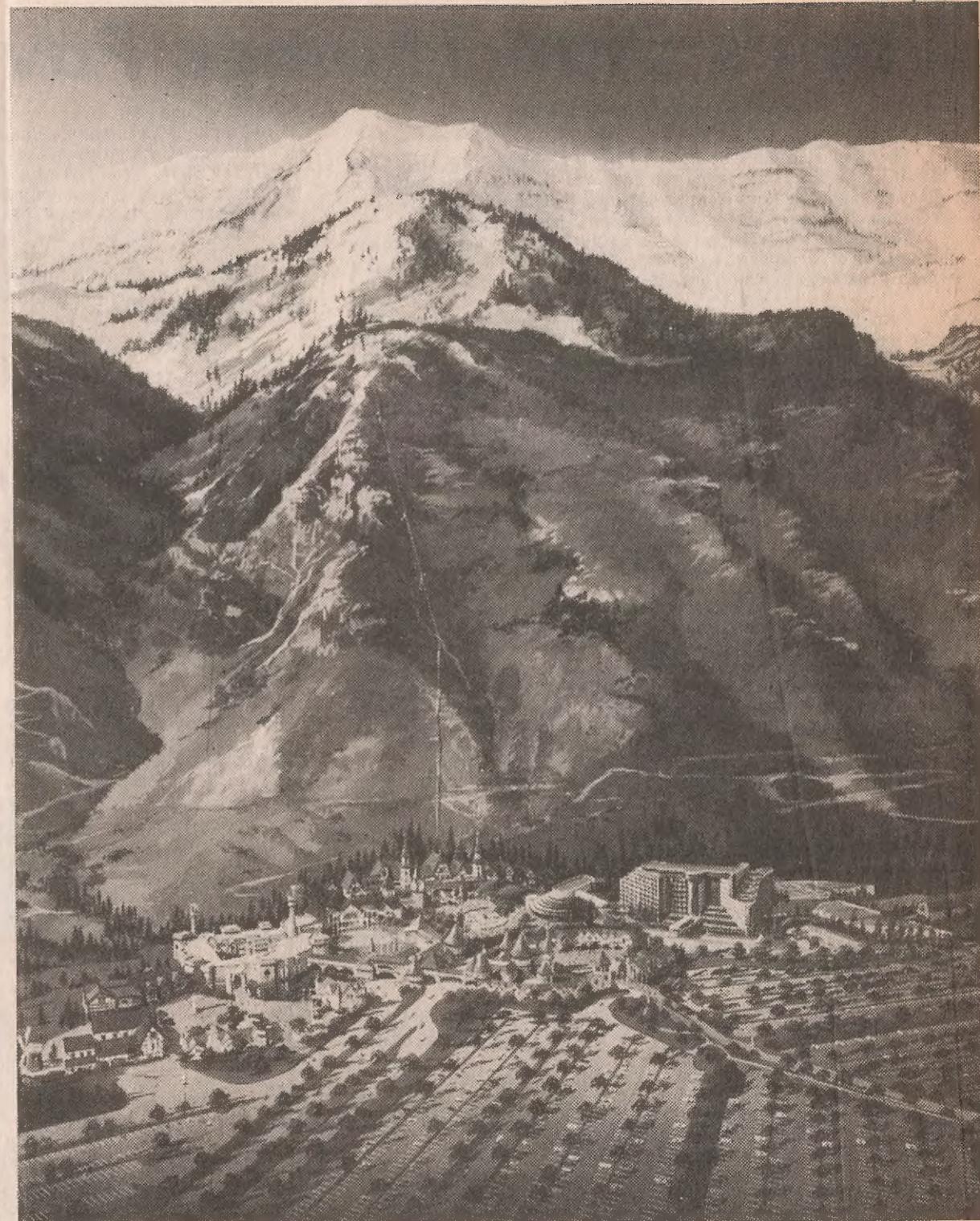
"After a night's sleep, he will come down from his second-story room and enter a village square built exactly like the ones seen throughout the British Isles. He will see a cluster of buildings with shops filled with British products.

"He will see a Welsh castle with towers and moats, or, off in a corner, he will see a puppet show in progress, or someone giving lessons in playing the bagpipes, or a Dickens story-telling center.

"He will walk on cobblestones, drink from the town fountain, enjoy the flowers and he can take a few steps and watch — or better still, he can learn — an Irish folk dance accompanied by a flute.

"And this is only one of 14 villages!"

Young suitors of old Wales used to carve elaborate wooden spoons to give to their sweethearts as a token of affection — a carving expert from Wales will demonstrate and teach the art to Heritage Mountain-goers, Bennett



This is an artist's concept of what the Heritage Mountain resort will look like upon completion.

